

EXHIBIT 3

Declarations of Phoenix DMA Advertisers




DECLARATION

1. My name is Tony Banda. I am National Sales Manager for Radio Fiesta.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys for our clients, we must limit our purchases of advertising time on *Low Power Class A* television station. This is due to the stations inability to deliver a quality broadcast signal to the entire designated market area (DMA). This inability to deliver is due to its limited audience reach as a *Class a Low Power*. Our buying constraints on KDRX are not of a programming or pricing nature, they are strictly a result of its limited audience due to its signal power
3. In the case of Telemundo in Phoenix, we would increase our use of KDRX if it were available to the entire Phoenix designated market area through a full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Respectfully,


Tony Banda
National Sales Manager




DECLARATION

1. My name is Lucy Roberts. I am President of HMC Advertising.

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona as needed by our clients. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature 
Date 10/11/04

Edward Dos Santos, P.C.
3010 North 2nd Street, Suite, 102
Phoenix, Arizona 85012
(602)230-1999
Fax (602) 230-2224

October 21, 2004

To Whom It May Concern:

DECLARATION

1. My name is Ed Dos Santos and I practice personal injury law in Arizona.
2. My law firm is purchasing advertising time on broadcast media in Phoenix, Arizona on regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class television stations such as KDRX-CA which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available a full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ed Dos Santos', with a long horizontal flourish extending to the right.

Edward Dos Santos, P.C.
Attorney at Law

EDS/mb



DECLARATION

1. My name is Julian Claudio Nabozny. In 1984 I purchased my first McDonald's franchisee, and currently I own five McDonald's Restaurants in Phoenix, Arizona.
2. My business is in the practice of planning and purchasing advertising time on broadcast media in the Phoenix market on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States of America that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature _____

Date _____

McDonald's Office
6005 South Central Avenue
Phoenix, Arizona 85042
(602) 570-8880

DROZ

Marketing and Productions

DECLARATION

1. My name is Cathy Droz. I am the President of Droz Marketing and Productions
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys for our clients, we must limit our purchases of advertising time on *Low Power Class A* television station. This is due to the stations inability to deliver a quality broadcast signal to the entire designated market area (DMA). This inability to deliver is due to it's limited audience reach as a *Class A Low Power*. Our buying constraints on KDRX are not of a programming or pricing nature, they are strictly a result of it's limited audience due to it's signal power
3. In the case of Telemundo in Phoenix, we would increase our use of KDRX if it were available to the entire Phoenix designated market area through a full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

A handwritten signature in black ink, reading "Cathy Droz", is written over a horizontal line.

Baja's Easy Investment Corp, S.A. de C.V.

1600 W. Camelback Suite 1-S, Phoenix, AZ 85015

DECLARATION

1. My name is JoAnne Young-Lopez I am Admin Assistant [provide title] of Baja's Easy Investment Corp [name of agency/company]

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature

Date

JoAnne Young-Lopez
10/12/04



DECLARATION

1. My name is Carlos Hank Smith. I am manager of Tufesa USA LLC .

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.



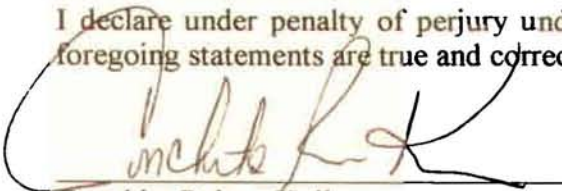
Carlos Hank Smith

October 12, 2004

DECLARATION

1. My name is Conchita Raices-Kollmann. I am President of Alternatives in Español.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys for our clients, we must limit our purchases of advertising time on Low Power Class A television station. This is due to the stations inability to deliver a quality broadcast signal to the entire designated market area (DMA). This inability to deliver is due to it's limited audience reach as a Class A Low Power. Our buying constraints on KDRX are not of a programming or pricing nature, they are strictly a result of it's limited audience due to it's signal power
3. In the case of Telemundo in Phoenix, we would increase our use of KDRX if it were available to the entire Phoenix designated market area through a full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.



Conchita Raices-Kollmann
President
Alternatives in Español
480.752.2323

DECLARATION

1. My name is Patricio Barraza. I am President/Owner of Barraza Advertising

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature Patricio Barraza

Date 10-11-2009



DECLARATION

1. My name is Bridgette Zellmann I am Sr. Media Buyer [provide title] of The Lavidge Company [name of agency/company].

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature B Zellmann

Date 10/12/04



DECLARATION

1. My name is Vincent Francis I am Marketing Director [provide title] of Turf Paradise Race Course [name of agency/company].

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature

Date

10/12/04



DECLARATION

1. My name is Ray Arvizu. I am President / CEO [provide title] of Arvizu Advertising & Promotions [name of agency/company].

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature _____

A handwritten signature in black ink, appearing to be "Ray Arvizu", written over a horizontal line.

Date October 8, 2004

BILL LUKE



Jeep



DECLARATION

1. My name is Elizabeth Bishop. I am President of Bishop & Associates.

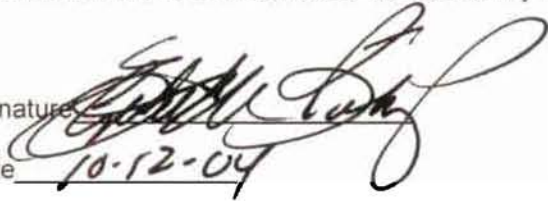
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature

Date


10-12-04

2425 West Camelback Road • Phoenix, Arizona 85015
Chrysler • Jeep (602) 249-1234 • Fax (602) 242-5075
Dodge (602) 242-4600 • Fax (602) 242-4936
www.billluke.com

BILL LUKE

**Jeep®****DODGE**

DECLARATION

1. My name is Herb Rivera. I am Vice President Promotions of Bill Luke Chrysler.

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature 

Date 10-12-04

2425 West Camelback Road • Phoenix, Arizona 85015
Chrysler • Jeep (602) 249-1234 • Fax (602) 242-5075
Dodge (602) 242-4600 • Fax (602) 242-4936
www.billluke.com

October 11, 2004

DECLARATION

1. My name is Nolberto Machiche. I am Marketing Manager of Desert Sky Mall
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as a full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature 

Date 10-11-04



DECLARATION

October 8, 2004

1. My name is Olga Martinez-Nesic. I am the Media Director of Group 1 Marketing & Promotions LLC.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Olga Martinez Nesic

Media Director
Group One Marketing

www.group1marketing.com
713-523-9101
713-529-2810

4200 montrose suite 380
Houston, tx 77006



U-PULL-IT SELF SERVICE AUTO PARTS

3250 West Broadway Road
Phoenix, Arizona 85041-1806
Phone: 602.243.3933 Fax: 602.305.9471

DECLARATION

1. My name is Juan Salgado. I am General Manager of U-Pull-It Self Service Auto Parts.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Juan Salgado
General Manager

Date: October 8, 2004

JS:sun



DECLARATION

1. My name is Pedro Adum. I am President of Easy Telecommunication Inc.

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.


Signature

Date

DECLARATION

1. My name is Michael M. Murphy. I am the Executive Media Director or Riester~Robb Advertising.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys for our clients, we must limit our purchases of advertising time on a *Low Power Class A* television station. This is due to the stations inability to deliver a quality broadcast signal to the entire designated market area (DMA). This inability to deliver is due to its limited audience reach as a *Class A Low Power*. Our buying constraints on KDRX are not of a programming or pricing nature, they are strictly a result of its limited audience due to its signal power
3. In the case of Telemundo in Phoenix, we would increase our use of KDRX if it were available to the entire Phoenix designated market area through a full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.



Executive Media Director
October 8, 2004



DECLARATION

1. My name is Luis Franco. I am owner of Z Furniture.

2. My business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature Luis Franco

Date 10-8-04

BEST BUY AUTO AND HOME INSURANCE AGENCY INC.

3917 S. CENTRAL AVE. PHOENIX, AZ 85040

Phone 602.268.2548 Fax 602.268.2793

DECLARATION

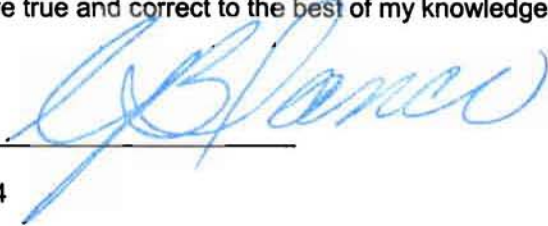
1. My name is Yolanda Blanco. I am Principal of Best Buy Auto and Home Insurance Agency.

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature



Date 10/08/04



TOTAL CARE

Medical & Injury Services



4350 E. Ray Road Suite 101 Phoenix, Az 85044
(480) 704-9200 Fax (480) 704-9204

5233 S. Central, Ste. A4 Phoenix, Az 85040
(602) 276-7134 Fax (602) 276-7134

2720 E. Thomas Rd., Bldg C #270 2nd Fl Phoenix, Az 85016
(602) 957-4677 Fax (602) 957-4677

1255 E. Southern, Ste. 3, Mesa, Az 85204
(480) 539-6706 Fax (480) 539-6707

6025 N. 27th Ave #16 Phoenix, Az 85017
(602) 242-2050 Fax (602) 242-1564

3329 E. Bell Rd., #A-7 Phoenix, Az 85032
(602) 765-1716 Fax (602) 765-1702

2931 N. 59th Ave Phoenix, Az 85033
(623) 247-6060 Fax (623) 247-0222

DECLARATION

1. My name is LUCIA CASTO. I am Director of Public Relations [provide title] of Total Care [name of agency/company].

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature

Date

10/7/04

.....

LAM'S CORP.

October 8, 2004

DECLARATION

1. My name is Tom Lam. I am owner of Lam's Corp.

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature 

Date 10/8/04

.....

[Click here and type slogan]



3501 N 16TH ST.
PHOENIX AZ 85015
OFFICE : 602-263-9444
FAX : 602-264-3777

DECLARATION

1. My name is Kardy Aguendo. I am President [provide title] of KASY Telecommunications [name of agency/company].

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature

Date 10-8-04



Marchese Enterprises
Marketing & Media
Management

DECLARATION

1. My name is Yvonne Marchese. I am the President of Marchese Enterprises, Inc.
2. My agency is in the practice of planning/purchasing advertising time of broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Yvonne Marchese

October 8, 2004

Qwest 
4041 N. 40th St. 19th floor
Phoenix, AZ 85012

DECLARATION

1. My name is Alex A. Juarez. I am a Staff Advocate in Community Affairs of Qwest Communications.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature 

Date October 08, 2004



October 8, 2004

DECLARATION

1. My name is Sandra Cardenas. I am owner of Electra Communications.

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Thank You,

Sandra Cardenas
Owner
Electra Communications
10/08/2004



October 8, 2004

DECLARATION

1. My name is Vicky Deur. I am Media Director of Arvizu Advertising and Promotions.

2. My agency is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.


Signature Vicky Deur
Date 10-8-04



DECLARATION

1. My name is Sergio Carlos. I am President of Grupo N, Inc..
2. My agency is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys for our clients, we must limit our purchases of advertising time on a *Low Power Class A* television station. This is due to the stations inability to deliver a quality broadcast signal to the entire designated market area (DMA). This inability to deliver is due to it's limited audience reach as a *Class A Low Power*. Our buying constraints on KDRX are not of a programming or pricing nature, they are strictly a result of it's limited audience due to it's signal power
3. In the case of Telemundo in Phoenix, we would increase our use of KDRX if it were available to the entire Phoenix designated market area through a full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.



Date: October 7, 2004



1045 E. University Dr., Suite 1 • Mesa, AZ 85203 • 480.833.8111 • 480.969.2895 Fax • e-mail: efrain@ljwm.com

10/07/04

DECLARATION

1. My name is Efrain Morales. I am President of Larry John Wright Morales Hispanic Advertising & Marketing.

2. My agency is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.



THE MONEY SOURCE
1142 W INDIAN SCHOOL RD
PHOENIX, AZ. 85013

DECLARATION

1. My name is Harold Fajardo. I am office Manager of the company **The Money Source**.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature

Date

10/8/2008

CENTRO DE PSICO ENERGÍA SERGIO PÉREZ

777 N. ARIZONA AVE. – SUITE 11
CHANDLER, AZ 85225
(480) 814-9484

DECLARATION

1. My name is Sergio Pérez. I am owner of Centro Psico Energía Sergio Pérez.

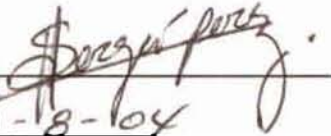
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

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I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

Signature

Date


10-8-04



October 11, 2004

DECLARATION

1. My name is Rosaria Glasco. I am The C.E.O of Image Quest Public Relations and Advertising.

2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.

3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

A handwritten signature in black ink, appearing to read "Rosaria Glasco", with a stylized flourish at the end.

Rosaria Glasco
C.E.O.
Image Quest



October 11, 2004

DECLARATION

1. My name is Paulo Diaz. I am the general manager for IQ Espanol Public Relations and Advertising.
2. My agency or business is in the practice of planning/purchasing advertising time on broadcast media in Phoenix, Arizona on a regular basis. When planning and executing media buys, we have little choice but to limit our purchases of advertising time on Low Power Class A television stations such as KDRX-CA, which, due to regulatory constraints, have a less robust signal, far more limited potential audience reach and no guarantee of basic-tier cable carriage.
3. In particular, our decision to limit our purchases on KDRX-CA is not because of its programming or pricing, but is strictly a result of its technical limitations, which, as a practical matter, results in a reduced audience and potential reach. We would readily increase our use of the local Telemundo outlet if it were available as full-power television station.

I declare under penalty of perjury under the laws of the United States that the foregoing statements are true and correct to the best of my knowledge and belief.

A handwritten signature in black ink, appearing to read 'Paulo Diaz', written over a horizontal line.

Paulo Diaz
Manager IQ Espanol
Image Quest